



kentucky**DESIGN&PRINT**services

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Design brief

Date _____ Agency _____

Contact Name _____

Email _____ Phone _____

What do you want to accomplish? *List objectives. Example: The main objective of my project will be to introduce product or service to the target audience, showing them the many uses as well as the quality that distinguishes this project.*

Whom are we speaking to? *List target. Example: Who- age, race, gender, cultural distinctions and special considerations.*

What do they think now? *List current position. Example: The majority of our audience is indifferent to the entire category. They do not pay attention to product quality distinctions.*

What do we want them to think? *Reinforce position or re-position.*

Why should they think this? *List features and benefits. Example: Project will be presented in a very edgy and fun way. We want to connect authentically with our audience.*

What is our message in a single sentence? *Single-minded thought - reaction to ad in one sentence in voice to the consumer.*

Mandatories: *Ad size/logo/colors. Example: Ad size 10.625" x 12" - 4c, Drive target to website, use client logo and their corporate colors - PMS 123 yellow and PMS 485 red. Intend uses.*